



CMC Parent Network Board Zoom Meeting

Wednesday, August 18, 2021
9:30 – 11:00 a.m. Pacific Time

Meeting Minutes

Parent Network Board Members Present: Allison Aldrich P'24, Sherie Bernardez P'22, Tracey Breazeale P'23 P'24, Chris Campbell P'23, Lori Fujimoto P'24, Teresa Gagnon P'23, Kristan Goldfein P'24, Nicole Heath P'22, Steve Kapner P'22, Kim Karloff P'22, Kristin Mannion P'22, Kristi Mitchell P'23, Jyoti Narula P'19 P'22, Susana Pardo P'25, Anne Sinek P'22, Rajita Singh P'23, Jill Slansky P'23, Lisa Therron P'24

Parent Network Board Members Absent: Laurie Bessey P'23, Jay Bhatt P'21 P'24, Jane Cohen P'23, Jay Cohen P'23, Susan Daly P'23, Sudhir Goel P'20 P'24, Nidhi Gupta P'22, Chesica Hall P'23, Amy Mehlman P'21 P'25, Kristin Merk P'24, Suharsh Mittal P'22, Ganiyat Saka P'22, Surojit Shome P'22, Suzanne Wallace P'23

Staff Present: Evan Rutter '06, Jeannie Scalmanini, Rebecca Pelén, Michelle Chamberlain, Ursula Diamond, DT Graves '98

Welcome and Introductions

Nicole Heath welcomed those on the call and started the meeting by recognizing the work of the committee chairs from the past year and how well they pivoted in a virtual environment. She acknowledged the work of the Admission Liaison Committee, where they oversaw the largest committee of volunteers who made hundreds of phone calls to parents. The Careers Committee converted the networking event at Family Weekend into a highly successful virtual program. Their committee also supported the Soll Center for Student Opportunity as it transitioned from in-person job shadowing to virtual job shadowing. On the Communications Committee, kept families connected and incorporated video into their first parent newsletter for the year. Tracey Breazeale, as chair of the Nominating Committee, identified new members to fill vacant Board positions without meeting anyone in person. And the Parents Fund managed to get incredibly close to the million-dollar goal during a challenging year.

Approval of Minutes from April 28, 2021

The motion to approve the minutes was moved by Tracey Breazeale and seconded by Jill Slansky. The minutes were approved unanimously.

Campus Update and ImpactCMC

The Class of 2025 will be moving in on Sunday, August 22, and sophomores move is August 24. Both classes will have a WOA experience as well as an orientation. For parents, CMC recently held three virtual orientation sessions with more than 100 people in attendance at each of them. These videos will be posted on the orientation website.

The priorities of the College as the school year gets underway are keeping students safe and healthy and keeping the campus open for in-person experiences as much as possible. Due to leaves of absence, deferrals, and fewer students studying abroad, the College will have its largest ever enrollment at 1,400 students. Fortunately, all students who need housing will have it since we were able to keep a building at the Alexan Kendry apartments, approximately a mile from campus. Those students will be fully supported by the College, will have a shuttle to transport them to and from campus, and will be given a stipend to cover the cost of one Lyft ride per week. CMC expects that the challenges brought on by the large enrollment will continue for the next two to three years.

For the fall semester, masks will be required indoors, only two guests will be allowed to assist with move-in, and dining will be restricted to the students' home campus (there will be extended dining hours and additional options at The Hub and food trucks). No off-campus visitors will be permitted except for special events or athletics. The College will have enhanced cleaning, as well as quarantine and isolation spaces (fully equipped with WiFi and food delivery). Vaccinations are required for students, as well as negative tests before arriving on campus, and testing will happen frequently. The full Covid policies are online, and emails will be sent to parents as information is updated. The Office of the Dean of Students is hosting student forums to explain health protocols, which will be recorded and posted for students. A public dashboard will also go live on August 23 with information on case numbers on campus.

This year, CMC is celebrating its 75th Anniversary. This celebration will honor the College's legacy and history while looking to the future. To do this, CMC will educate the community on the College's priorities and strategy, and aims to engage a greater number of community members through communications, on- and off-campus activities, and philanthropy. There will also be special merchandise commemorating the anniversary. Full details can be found at <http://75.cmc.edu>.

CMC has also entered into the public phase of the Campaign for CMC: Responsible Leadership, which has a goal of \$800 million. The three priorities of the campaign are to honor the mission, integrate sciences, and expand opportunity.

Board Business: Committee Goals

Admission Liaison: One of the biggest tasks of the committee is to maintain a spreadsheet of parent ambassador volunteers. We currently have 44 ambassadors across 18 states and five countries. Ambassadors help the Office of Admissions by attending college fairs and information sessions, participating in InsideCMC days, and assisting with the yielding campaign by reaching out to parents of admitted students in order to help answer questions. The committee would like to add 10 additional ambassadors and plans to recruit new parents on campus next week. Everyone on the Board was asked to spread the word.

Career Development: The committee is focused on supporting the Soll Center for Student Opportunity by reaching out to the parent and alumni communities in order to find opportunities to expose students to internships and future career opportunities. The committee is also working to identify active and creative ways to engage parents in furthering this goal. Additionally, the committee is organizing programs around parent/student networking as well as a presentation during Family Weekend and would love to hear thoughts and ideas from the Board on how to engage both students and parents.

Communications: The Communications Committee sends four email newsletters out to parents each year. The most recent newsletter was sent in July and had an open rate of 47%. The

click-through rate of each of the four main articles was as follows: “What Is It Like to Drop Your Student off at College” was the most read article at 35%, “Rite of Passage: Living the Dorm Life” and “CMC Supply Shop” were at 10%, and “Everything You Need to Start College” was just under 10%. The committee asked for ideas for content for the next newsletters, which will go out in September, February, and April. They would like to have student involvement, and are looking at experimenting with other formats. The committee is looking at an integrated digital media approach to get more social media engagement. One of the first accomplishments in this direction was converting archived newsletters from PDF format to active webpages, so that article links can be posted to Facebook. The committee is also planning to create more short videos and they are going to reinvigorate the LinkedIn presence, working with the Careers Committee on the latter.

Nominating: The committee is keeping an eye out this year for parents to round out the freshman and sophomore class representation on the Board, as well as international parents and parents of first-generation students. Considering parents will only be able to visit campus this year if they are invited (as part of a committee or event), the committee chairs are hopeful that it might be easier to recruit parents if they are given the opportunity to visit their students.

Parents Fund: Amidst a challenging year, the Parents Fund was just \$40,000 short of its \$1 million goal.

Programs: The committee has updated its Orientation communications to respond to Covid and to recognize that the College is welcoming two classes to campus for Orientation. The mission and goals for the committee have been updated to incorporate analyses of all events and to put in place the results from post-event surveys.

The Future of Integrated Science with Michelle Chamberlain, Vice President for Advancement and Dean of the Robert Day Scholars Program

Keeping in mind that science and mathematics have been part of CMC since its founding, that science and technology are transforming society (via data sets, genomics, artificial intelligence, etc.), and that there is an academic demand for science and technology programs and lab experiences, the College is seeking to create its own integrated science program. The mission of CMC is to prepare students to be responsible leaders, which means that when combined with the transformative nature of science and technology, students require fluency in evolving sciences and technologies and an understanding of their implications and impacts. Therefore, the College is looking to build an integrated computational sciences program that is designed to build on CMC’s core strengths.

For science majors, the goal is to make sure they have a strong liberal arts background and to broaden their academic experience. For non-science majors, it means being able to incorporate more science into their discipline. To achieve these goals, the College is bringing back the requirement of two science classes plus a lab for all students, plans to hire up to 25 additional faculty members, and has added a new data science major to the curriculum. Co-curricular experiences and research will be expanded to ensure that internships, mentoring, collaborations, and summer experiences are all available.

CMC plans to build an Integrated Science Center on the east end of campus. This building won’t, however, be just a facility for sciences; the goal is to facilitate collaboration with other departments and disciplines and to make it a warm and inviting environment for students to meet, conduct research, and hear and presentations. Non-science departments and research institutes and other centers will be in the new facility. The construction cost of the building is \$160 million; 72% of the

funds have been raised, leaving \$45 million to go. 100% of the funds for the \$1.8 million annual operating costs have been raised, and 92% of the program costs have been funded. The goal for the center's opening is fall 2024.

Conclusion

The meeting concluded with a reminder that the heads of two campus institutes will present at the meeting on October 2. The Board then adjourned.